FILE

APR 8 1946

FASHION CALENDAR

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FRANCES HUGHES, *Editor*
44 WEST 52nd STREET

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NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 5, 1946

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Going On	WEEKLY CLOTHING AIRPLANE SERVICE	SEARS, ROEBUCK & CO. 360 WEST 31ST STREET	NEW YORK TO LOS ANGELES

A weekly coast-to-coast fashion service, an innovation in postwar commercial plane transportation, has just been started between New York and Los Angeles. Each flight will carry 6000 lbs. of women's wearing apparel, the clothing remaining on hangers from the time it leaves the manufacturer until sold in Sears' Los Angeles stores 24 hours later. Publicity: Sheila Terry, MU. 4-4800.

Now Going On	COSTUME INSTITUTE MOVING TO MUSEUM	METROPOLITAN MUSEUM OF ART	FIFTH AVE. AT 82ND ST.

The Costume Institute will be closed for about two months while moving from 18 East 50th St. to the Metropolitan Museum of Art, where there will be more space for the 7,000 articles of dress of three centuries; reference books; old fashion plates; patterns; and sketches of Paris openings. Also, increased library facilities; a classroom for students; and separate rooms where designers can work.

Friday April 5 11:40 A.M. Luncheon	PRESS PREVIEW: OVERSEAS LUXURY PRODUCTS	TRANS WORLD AIRLINES	LA GUARDIA AIRPORT MARINE TERMINAL

TWA has invited the fashion press to luncheon and a preview of luxury goods from Egypt, Greece, Italy, France, and Ireland, arriving here one day after departure from Cairo. The following products, transported on this Cairo Inaugural Flight, will be on display at the Marine Terminal after luncheon: From Paris -- dresses; perfume of Coty, Revillon, Guerlain, Caron, Roger & Gallet, and Pierre Dune; gold and diamond clips from Van Cleef & Arpels, and Cartier; gloves; leather goods; champagnes; cognacs. From Ireland -- handwoven tweeds, linens. From Rome -- wines, special straws, furs. From Greece -- honey, sponges, wine. From Egypt -- various antiquities. Exhibit opens to public on Monday, April 8, at American Express Co., 469 Fifth Ave. Because of a possible delay in arrival of plane, press should contact: Vincent Carberry, News Bureau, MU. 2-6500.

Friday April 5 2:30 P.M. Cocktails	PREVIEW: NATIONAL AVIATION SHOW	AVIATORS' POST 743 AMERICAN LEGION	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE

Invitation preview for press and army officials of New York's first Nat'l Aviation Show since 1937. Net proceeds to Army Air Forces Aid Society. Six Samuel Goldwyn Girls, featured in "The Kid From Brooklyn", will model fashions by Macy's, showing clothes that can be worn for air travel and on to other activities. Show opens at 5:00 P.M., April 5, and remains through April 13, from 11:00 A.M. to 10:30 P.M. Features include: display of U.S., German and Japanese air equipment; the P-80 Shooting Star (its first N.Y. exhibition); robot bombs; demonstrations of radar; "black light"; television, etc. Also, many new personal planes and accessories. Admission: $1.25 (including tax). Publicity: Frank Johnson, WI. 2-4000, Parlor C.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday April 5 7:00 P.M. Dinner	"SPRINGTIME AT THE WALDORF" DINNER-DANCE	ADVERTISING WOMEN OF NEW YORK INC.	WALDORF-ASTORIA GRAND BALLROOM
	Dinner-dance with proceeds for veterans' service activities. Features include live model advertising displays, souvenirs, door and table prizes. Caroline Hood, president of the club and public relations director of Rockefeller Center, will preside at dinner. Tickets: $12.50. Contact: Eugenie Stamler, 47 West 34th St., WI. 7-5648. Publicity: Alice Drew, Public Relations Chairman, WI. 7-5648.		
Beginning Friday April 5	EXHIBITION OF FASHION ILLUSTRATIONS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Examples of modern techniques in fashion drawings, illustrations and layouts for reproduction -- the work of students in advanced classes at Traphagen. Open to public 9 A.M. to 9 P.M. weekdays, Saturday until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.		
April 6	OPENING OF N. Y. RACING SEASON AT JAMAICA (Saturday)		
April 6	ARMY DAY (Saturday)		
Saturday April 6 11:00 A.M.	TEEN-AGE FASHION SHOW AND MOVIE	ABRAHAM & STRAUS BROOKLYN	ACADEMY OF MUSIC LAFAYETTE STREET
	Easter and Summer teen-age fashions, featuring the theme of "Seventeen" Magazine's April issue: "Boy Meets Girl". Also, Ann Delafield's teen-age "Fit and Fair" movie and a talk by Miss Delafield (director of DuBarry Success School) on good grooming and posture. Open to public. Publicity: Janet Stevenson, TR. 5-7200, Ext. 321.		
Saturday April 6 11:00 A.M.; 2:00 P.M.	"CALLING ALL GIRLS" FASHION SHOW	GIMBEL BROTHERS	5TH FLOOR
	Spring and Summer fashions and Easter outfits from Gimbel's high school shop will be presented at a "Calling All Girls" fashion show. Six Goldwyn Girls from the forthcoming Danny Kaye movie "The Kid From Brooklyn" (Samuel Goldwyn-RKO Radio Release) will be guests. Commentator: Nancy Pepper, Editor, "Calling All Girls" Magazine. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.		
Beginning Saturday April 6	CIRCUS CLOWNS IN McCREERY RESTAURANT	JAMES McCREERY & CO. FIFTH AVE. AT 34TH ST.	BIG TOP RESTAURANT SECOND FLOOR
	Four clowns from the Ringling Bros. and Barnum and Bailey Circus will entertain in the Big Top Restaurant during luncheon for the duration of the circus season. Open to public. Publicity: Alice Hutton, WI. 7-7000.		

WEEK BEGINNING MONDAY, APRIL 8, 1946

Monday April 8 1:00 P.M. Luncheon	"MASTERPIECES OF FASHION" AT LUNCHEON	FARQUHARSON & WHEELOCK 23 WEST 57TH STREET	ST. REGIS HOTEL IRIDIUM ROOM
	New prints, laces, and sheers in daytime and evening custom-made fashions will be presented during luncheon. Also, special diamond jewelry, hidden away during the war, will be presented by Charles Walker of Petit Musee Ltd. Luncheon from $1.85. For reservations, contact: PL. 3-4500, Ext. 123. Fashion Show Director and Publicity: Mary Alice Rice, CI. 6-1790 or PL. 3-4500.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday April 8 4:00 P.M. Cocktails	PRESS PREVIEW: BRONZES BY HARRIET FRISHMUTH	BLACK, STARR, & GORHAM	5TH AVE. AT 48TH ST. SECOND FLOOR

Press preview of "Garden of Bronzes" by Harriet Frishmuth, contemporary sculptress. Miss Frishmuth's statuary, both table size and large outdoor pieces, will be shown in a garden glade, supplied by Trepel Florists, from a design by Mrs. Laura Coughlan, Display Director of Black, Starr & Gorham. One piece will be shown in a fountain of running water; there will also be many figures of dancers, for which the artist is best known. Preview on April 8, by invitation only. Open to public from April 9, to April 20. Contact: Elizabeth Sneden, Advertising Manager, BR. 9-5300.

Monday April 8 8:00 P.M.	FALL FASHIONS AT BOSTON SHOE SHOW	NEW ENGLAND SHOE AND LEATHER ASSN	HOTEL STATLER GRAND BALLROOM

Promenade of correlated styles in Fall shoes and apparel as part of the shoe association's market week in Boston. New Fall fashions for sports, resort, daytime, cocktail and evening wear, created by outstanding American designers; and many new fabrics will be shown for the first time. Producer and commentator: Adelaide Hawley, WEAF-NBC and News of the Day Commentator. Nancy Pepper, fashion editor "Calling All Girls" Magazine, will present teen-age fashions. O. E. Schoeffler, fashion editor, Esquire, will present men's fashions. Publicity: Jane Ellis, MU. 2-0408.

Beginning Monday April 8	"CHARACTER" COLLECTION OF MEN'S TOILETRIES	HELEN LIEBERT	19 WEST 57TH ST.

Special showing for the launching of Helen Liebert's new "Character" Collection of Men's Toiletries, new Grooming Aids for men, bottled and packaged in aluminum containers. Created from a man's point of view, "Character" will be distributed throughout the country prior to Father's Day. Contact: Edward C. Liebert, PL. 3-2936.

Monday April 8- April 13	FLOWER SHOW WITH WALTER WILSON POTTERY	KRESGE-NEWARK 715 BROAD ST.	SIXTH FLOOR

California flowers, flown from the West Coast, will be displayed in Walter Wilson pottery at Kresge-Newark. Open to public. Publicity: Marie R. Guthrie, Mitchell 2-8000, Ext. 474.

Week of April 8	EXHIBITION: WORK OF THE BLIND	KRESGE-NEWARK	5TH FLOOR

Sale, demonstration, and exhibition of work of the blind, including furniture, knitted goods, rugs, woodcraft, leather products, and toys, during the 23rd Annual Educational Essex County Week For the Blind. All profits will be returned to the blind. Open to public. Publicity: Marie R. Guthrie, Mitchell 2-8000, Ext. 474.

Tuesday April 9 1:00 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM

New cottons and play clothes for Spring and Summer will be presented during luncheon by Zachary Bogart's Cotton Shop. Open to public. Press by invitation. Luncheon a la carte. For reservations, Contact "Charles", PL. 3-4600, Ext. 20. Publicity for Cotton Shop: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Cancelled Wednesday April 10	THE LUNCHEON-FASHION SHOW OF MADAME ET LA JEUNE FILLE, ORIGINALLY SCHEDULED FOR WEDNESDAY, APRIL 10TH, IN THE SERT ROOM OF THE WALDORF-ASTORIA, HAS BEEN POSTPONED UNTIL THE FOLLOWING WEEK, WEDNESDAY, APRIL 17TH. THERE WILL BE NO SHOW IN THE SERT ROOM ON APRIL 10TH.		
Thursday April 11 12:15 P.M. Luncheon	BUYERS' BOARD LUNCHEON MEETINGS	WOMEN'S REPORTER (EMPIRE STATE BLDG.)	EMPIRE STATE BLDG. 21ST FLOOR
	Discussions for buyers during luncheon: Thurs., April 11 -- "Teen-age Departments"; Thurs., April 18 -- "Hosiery". Publicity: Nancy Copeland, WI. 7-2790.		
Thursday April 11 4:00 P.M. Cocktails	FUR FASHION SHOW WITHOUT FURS	HARRY JAY TREU, INC.	147 WEST 35TH STREET SHOWROOM
	Fur remodeling-specialist, Harry Jay Treu, will present "A Fur Fashion Show Without Furs", featuring newest styles in Canvases. Also, a tour through the factories to show remodeling processes, and a talk on "The Care of Furs." Attendance by invitation. Contact: Harry Jay Treu, LA. 4-6788.		
Thursday April 11- April 12 4:30 P.M.- 6:30 P.M. Cocktails	PRESS PREVIEW: FASHIONS IN "SYNTILITE"	PLASTIC FILM CORP.	HAMPSHIRE HOUSE COTTAGE
	First fashion showing of apparel and home furnishings in "Syntilite", the film with texture. Attendance by invitation. This showing will be presented to the trade on Friday, April 12, at 4:30 P.M. Publicity: Christine Ecker, John A. Cairns & Co. Inc., AL. 4-7262.		
Friday April 12	ROOSEVELT TRIBUTE		
	The first anniversary of Franklin Delano Roosevelt's death will be observed at 2:30 P.M. with a broadcast from Hyde Park. President Truman will speak and Secretary of the Interior Krug will receive, from Mrs. Roosevelt, deeds to the parts of the Hyde Park estate which are to become a national shrine. Marian Anderson will open the program with the National Anthem.		
Friday April 12	EXHIBITION: MODERN GLASS, CERAMICS, METALWORK	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST.
	Swedish and Danish Decorative Arts in a special exhibition of modern glass, ceramics, and metalwork from the Museum collection. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.		
Saturday April 13 3:30 P.M.	BENEFIT FASHION PRESENTATION	MARTIN'S BROOKLYN	BILTMORE HOTEL EAST BALLROOM
	'Round-the-clock fashions, including playclothes, cocktail and dinner fashions for all sizes. For benefit of Junior Auxiliary of the Nursing Sisters of the Sick Poor. Publicity: Stella Doern, TR. 5-3100.		
April 14	HOLY WEEK (April 14-April 20)		
April 14	PALM SUNDAY		
Monday April 15 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
	Speaker: Stanley Baar, Exec. Vice Pres., Allied Liquor Industries, Inc., discussing "Respectable Conviviality--How To Achieve It." As an added attraction, six Goldwyn Girls from the Danny Kaye movie "The Kid From Brooklyn" will be special guests at the luncheon. Open to members and guests. Luncheon: $1.90 per person. Contact: Uriel Davis, HA. 2-9462.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 15	NO LUNCHEON FASHION SHOW AT ST. REGIS HOTEL DURING HOLY WEEK.		
April 15	PASSOVER, AT SUNSET (Monday)		
April 15	STATE INCOME TAX DUE (Monday)		
Monday April 15 3:30 P.M. Cocktails	HISTORICAL PAGEANT OF HAIRDRESSING	ALBERT OF NEW YORK (509 MADISON AVE.)	ST. LOUIS HOTEL LOUIS XVI SUITE
	Cocktail Party for the press, featuring "An Historical Pageant of Hairdressing From Earliest Egyptian to 1946". Attendance by invitation only. Fashion Show Director: Mary Alice Rice, CI. 6-1790. Publicity handled by International Public Relations Corporation.		
April 16	NO LUNCHEON FASHION SHOW AT RITZ CARLTON HOTEL DURING HOLY WEEK.		
Wednesday April 17 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	MADAME ET LA JEUNE FILLE	WALDORF-ASTORIA SERT ROOM
	Spring and summer fashions at a luncheon showing. Commentator: Mary Alice Rice. Open to public. Press by invitation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. Madame Et La Jeune Fille, PL. 3-1085. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
April 19	GOOD FRIDAY		
April 21	EASTER SUNDAY		
Sunday April 21	SECOND ANNUAL EASTER FASHION SHOW	MIAMI FASHION COUNCIL	RONEY PLAZA HOTEL MIAMI BEACH
	"Easter Promenade" -- advance Spring and Summer lines by 28 manufacturers who are members of the Miami Fashion Council. Showing in three groupings: (1) Active sportswear - bathing suits, sun dresses, playclothes, beachrobes for men, women, children. (2) Spectator sportswear. (3) Furs, evening wear, handbags, costume jewelry. All are manufactured in Miami.		
Monday April 22 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW	ROSE SAPHIRE HATS 501 MADISON AVE.	ST. REGIS HOTEL IRIDIUM ROOM
	Spring and Summer millinery luncheon showing by Rose Saphire, featuring hats inspired by the Danny Kaye movie "The Kid From Brooklyn" (Samuel Goldwyn-RKO Radio Movie). Six of the Goldwyn Girls who appear in the movie will model the hats. Open to public. Press by invitation. Luncheon from $1.85. For reservations, contact: PL. 3-4500, Ext. 123. Show arranged by Mary Alice Rice, CI. 6-1790 or PL. 3-4500.		
Monday April 22- April 27	FIRST NATIONAL PLASTICS EXPOSITION	SOCIETY OF THE PLASTICS INDUSTRY	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
	Plastics developments in fabrics, home furnishings, office equipment, toys, building materials, electrical devices, etc. will be presented in a pageant of the 200 companies of the plastics industry, depicting the development of the finished product from its basic raw stage. Open to trade and press, by invitation only, for first three days. Contact: Society of the Plastics Industry, 295 Madison Avenue. Last three days, open to public. Admission: $1.20, including tax. Publicity: Ed Greif, PL. 8-0535.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 23 9:30 A.M. Breakfast	HOSIERY PREVIEW AT EASTER BREAKFAST	ROMAN STRIPE HOSIERY	HAMPSHIRE HOUSE COTTAGE
	The press has been invited to a Roman Stripe Hosiery Easter Breakfast, where new colors and designs in Nylon hosiery will be introduced. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Tuesday April 23 1:00 P.M. Luncheon	"SUMMERTIME AT MACY'S" LUNCHEON SHOW	MACY'S LITTLE SHOP	RITZ CARLTON HOTEL OVAL ROOM
	Macy's Little Shop will present summer fashions at a luncheon showing. Open to public. Press by invitation. Luncheon a la carte. For reservations, contact PL. 3-4600. Ritz Publicity: Marion Morrison, PL. 3-4600. Macy's Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.		
Wednesday April 24 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	RITTER BROS. INC. 224 WEST 30TH ST.	WALDORF-ASTORIA STARLIGHT ROOF
	Presentation of crested mink and other Ritter Bros. fur originals during luncheon. Open to public. Press by invitation. Luncheon a la carte. For reservations, contact "Frank", Sert Room head-waiter. Publicity: Claire Wolff, LO. 5-5978. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday April 24 2:00 P.M.- 5:00 P.M.	PREVIEW: "DRESSING FOR THE BALL"	MUSEUM OF CITY OF NEW YORK	5TH AVE., BETWEEN 103RD & 104TH STS.
	Special exhibition, sponsored by the Women's Committee and arranged by Miss Isabelle Miller, Curator of Costumes, to show what women wore under dresses from the 18th century to the early 20th. Included are: quilted petticoats; thin mull Empire-style slips; heavy embroidered underskirts; bustle petticoats; short flannel underskirts, and Floradora silk petticoats of flounces, laces, and ribbons. Attendance by invitation, with a private preview for members and friends on April 25. Open to public on Friday, April 26. Publicity: Jerome I. Smith, LE. 4-1672.		
Wednesday April 24 3:00 P.M.	"SUMMERTIME FOR HENRY" FASHION SHOW	RUSSEKS FIFTH AVENUE	CLASSIC CORNER 7TH FLOOR
	New, colorful dress fashions for Summer by Henry Rosenfeld, will be presented at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.		
Wednesday April 24 4:00 P.M. Cocktails	"THE POT O' GOLD" RAINWEAR SHOW	AQUATOGS	THE RAINBOW ROOM ROCKEFELLER PLAZA
	Aquatogs will present "The Pot O' Gold" in the Rainbow Room, showing rainwear for the entire family--mother, dad, and the children--in many new styles and fabrics. By invitation only. Publ.: Rosemary Sheehan, CI.7-8060.		
Thursday April 25 10:30 A.M. Breakfast	PRESS PREVIEW: JEWELLED MINIATURES	CASTLECLIFF, INC.	366 FIFTH AVE. 5TH FLOOR
	Preview of exhibition of Willard G. Markle's jewelled impressionistic Circo-Miniatures of Helen Traubel, Lauritz Melchior, Ilka Chase, Helen Jepson, Maurice Abravanel, Ann Lee, Efrem Kurtz, Jean Tennyson, and others. Press by invitation only. Publicity: Hope Associates, PL. 5-3100.		
Saturday April 27 1:00 P.M. Luncheon	CUSTOM-MADE GOWNS, SUITS AND DRESSES	SYDELL GOWNS 666 FIFTH AVE.	HOTEL NEW YORKER
	Collection of custom-made gowns, dresses, suits, and bridal procession presented at a benefit luncheon. Hats by Dorothy Gordon (14 East 56 St.). Contact: Sydell Gowns, PL. 8-0892.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 28	DAYLIGHT SAVING TIME BEGINS (Sunday)		
April 28	NATIONAL BABY WEEK (April 28-May 4)		
Tuesday April 30 4:30 P.M.	PRESS PREVIEW: "BEACH GAZETTE"	FRANCES SIDER	1384 BROADWAY SHOWROOM

"Beach Gazette" -- preview of Frances Sider's new beachwear and playclothes at a Pink Champagne Party for the press. This promotion will be exclusive with Saks Fifth Avenue in New York. Attendance by invitation. Publicity: Mildred Kaldor, BR. 9-9399.

OUT-OF-TOWN FALL MARKET OPENINGS

May 1	CALIFORNIA SPORTSWEAR GUILD	LOS ANGELES, CALIF.
May 13	CHICAGO FASHION INDUSTRIES	CHICAGO, ILL.
May 15	CALIFORNIA APPAREL CREATORS	LOS ANGELES, CALIF.
May 18	CHICAGO STYLE EXHIBITORS, INC.	CHICAGO, ILL.
May 20-May 25	AMERICAN FASHIONS ASSOCIATION DALLAS FASHION & SPORTSWEAR CENTER	DALLAS, TEXAS
May 22-June 22	SAN FRANCISCO MANUFACTURERS' AND WHOLESALERS' ASSOCIATION	SAN FRANCISCO, CALIF.
May 27	ST. LOUIS FASHION CREATORS	ST. LOUIS, MO.

Wednesday May 1 9:00 P.M.	"THEATRE DE LA MODE" MINIATURE FANTASY	AMERICAN RELIEF FOR FRANCE	WHITELAW REID HOUSE 451 MADISON AVENUE

200 doll mannequins, costumed in the latest Paris fashions by 150 couturiers of the Chambre Syndicate de la Couture, milliners, accessory designers, furriers, and jewelers, will be presented in a series of "tableaux vivants", miniature stage settings designed by noted painters and scenic designers. Some will wear precious jewelry made to scale, containing millions of tiny stones, including diamonds no larger than grains of sand. Jewelers represented will be: Bainin, Boucheron, Bry, Cartier et Cie, Chaumet, Dusaussoy, Fontana, Mauboussin, Mellerio, Regnier, Van Cleef & Arpels, and Vever. Paris fashion personalities flying over for the opening include: Lucien Lelong, Honorary President, Paris Couture Syndicate (He will arrive about April 25 and will stay at the St. Regis Hotel); Jean Gaumont of the Maison Jeanne Lanvin, and President of La Chambre Syndicate de La Couture; and Raymond Barbas, Chmn. of Export Committee. Others tentatively listed are: Wladzio d'Attainville, (director of Balenciaga); Philippe Becquart of Bruyere; Roger Worth and Georgette Renal; Rose Valois (milliner); Guillaume (coiffure); and M. Scheffer (of Mabille, accessories). After a Premuere (by invitation only) on May 1, "Le Theatre de La Mode" will open to the public for 2 months, from 11:00 A.M. to 10:00 P.M., in the Whitelaw Reid House, lent for the purpose by Coty, Inc. Admission: $1.20 (including tax). Publicity: "Theatre de La Mode", 451 Madison Avenue, EL. 5-1824.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 2 2:30 P.M.; 7:30 P.M.	"REVIEW OF SPORTSWEAR" FASHION PRESENTATION	HEARN DEPT. STORES 5TH AVE. AT 14TH ST.	5TH FLOOR AUDITORIUM
	Hearn's will present juniors' and misses' sportswear for summer at two showings. Commentator: Nancy Craig ("Woman of Tomorrow," NBC). Open to public. Publicity: Helen Denson, Denson-Frey & Affiliates, MU. 3-3295.		
Saturday May 4- May 11	MODERN HOMES EXPOSITION OF 1946	METROPOLITAN ASSN. OF REAL ESTATE BOARDS	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
	National Modern Homes Exposition, with emphasis on design, location, financing, construction, equipping, furnishing, modernizing, landscaping, servicing and maintenance of individual homes or apartments, including a special display of New Products. Tickets: 50¢ each. Publicity: Frank Johnson, 23 E. 26th St., Room 908, LE. 2-0449.		
Monday May 6- May 11	EIGHTH ANNUAL NATIONAL POSTURE WEEK	S. H. CAMP & CO. JACKSON, MICHIGAN	200 MADISON AVENUE NEW YORK CITY
	Window and interior displays by stores, and newspaper and radio advertising will stress the importance of good posture to better health, physical fitness, and appearance. Sponsored by S. H. Camp & Co., Jackson, Michigan, through the Samuel Higby Camp Institute for Better Posture, with national headquarters in New York. Publicity: Frank Kaufman, Empire State Building, CH. 4-5798.		
Tuesday May 7 12:30 P.M. Luncheon	"SWEET TOOTH SET" FASHION PREVIEW	SALLY MASON INC.	498 SEVENTH AVENUE 9TH FLOOR
	Press preview of Sally Mason's new blouses and jumpers, featuring "Chubby Teens" in addition to regular girls' sizes. Attendance by invitation. Publicity: Mildred Kaldor, BR. 9-9399.		
Tuesday May 7 4:00 P.M.- 6:00 P.M. Tea	MILLINERY FASHION PRESENTATION	MILLINERY CREATORS GUILD INC.	HOTEL PIERRE COTILLION ROOM
	The Millinery Creators' Guild will issue invitations for their showing of hats by the following exhibitors: Bernice-Charles, Harryson Hats, G. Howard Hodge, Milgrim Hats, Inc., Edgar J. Lorie, Inc., Germaine Montabert, Inc., Jeanne Tete, Inc., and Vogue Hats-Garfunkel Makers, Inc. Attendance strictly by invitation. Publicity: Ruth Weintraub, PL. 3-2116.		
Wednesday May 8 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Arnold Constable will present summer fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Arnold Constable Publicity: Gerry Morgan, CA. 5-2300, Ext. 202. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Wednesday May 8 4:30 P.M. Cocktails	HAIR STYLES FOR JUNE WEDDINGS	GURO 441 MADISON AVE.	WALDORF-ASTORIA THE WEST FOYER
	Guro will present a showing of summer coiffures, featuring a June wedding with hair styles for each member of the wedding party. Fashions by The Tailored Woman. By invitation only. Publicity: Nona James, VO. 5-3440.		
Thursday May 9 1:00 P.M. Luncheon	BRIDAL SHOWING OF GIFTS & ACCESSORIES	GEORG JENSEN 667 FIFTH AVE.	HOTEL PLAZA TERRACE ROOM
	Luncheon showing of Georg Jensen's new gifts and accessories for the bride. Also, hand-finished clothes for children, from baby sizes to Size Six. Press by invitation. Open to public. Fashion Show Director: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
May 12	MOTHER'S DAY (Sunday)-- This year's theme: "Remember Mother... She's a Veteran too."		
Monday May 13 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVE	ST. REGIS HOTEL ROOF
	New summer clothes will be presented by Russeks during luncheon at the St. Regis Roof. Open to public. Press by invitation. Luncheon from $1.85. For reservations, contact PL. 3-4500, Ext. 123. Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
Wednesday May 15 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
	Luncheon showing of fashions by Hattie Carnegie on the Starlight Roof of the Waldorf. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday May 15- May 17	ANNUAL TOILET GOODS CONVENTION & AWARD	TOILET GOODS ASSN. 9 ROCKEFELLER PLAZA	WALDORF-ASTORIA GRAND BALLROOM
	The Charles S. Welch Memorial Award for outstanding packaging will be presented to the winner for 1946 during luncheon on Thursday, May 16. Attendance by invitation. Contact: Toilet Goods Convention Committee, Room 630, Chrysler Building, N.Y. 17, or CO. 5-5443.		
Saturday May 18 7:00 P.M.	ANNUAL RECEPTION AND DINNER	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM
	Leonard Ginsberg, President of Hearn Dept. Stores, will be guest of honor at 47th anniversary dinner of Nat'l Jewish Hospital at Denver, a free national, non-sectarian tuberculosis institution. Many N. Y. retailers and manufacturers will attend as a tribute to Mr. Ginsberg's service to the hospital and his leadership in civic, and interfaith humanitarian activities. Speaker: Former Postmaster General James A. Farley, in broadcast over Station WJZ from 10:45 P.M. to 11:00 P.M. Tickets: $100.00 per couple, obtainable at Nat'l Jewish Hospital, 19 West 44 St., N.Y. City. Publicity: David Cohen, VA. 6-1590.		
Monday May 20- May 25	NATIONAL COTTON WEEK PROMOTION CAMPAIGN	THE COTTON-TEXTILE INSTITUTE	THROUGHOUT THE COUNTRY
	"Cotton is Back!" is the slogan for this year's Cotton Week, proclaiming The Cotton Textile Institute's "honorable discharge" from further war effort. Stores will plan merchandise presentations built around new cotton products for the years ahead. There will be cotton carnivals and similar social events again after their lapse since Pearl Harbor. Contact: WO.2-0270.		
Tuesday May 21 5:00 P.M. Cocktails	PRESS PREVIEW OF BON MOUTON COATS	OUTSTANDING FUR DESIGNERS	WALDORF-ASTORIA ASTOR GALLERY
	Outstanding fur designers will present Bon Mouton custom-made coats at a cocktail fashion show. Attendance by invitation only. Publicity: Martha Percille, Abbott Kimball Co., PL. 3-9600.		

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Friday
April 5

PREMIERE: "DEVOTION" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
Warner Brothers-First National Movie, based on the life of the Bronte sisters, and featuring Ida Lupino, Paul Henreid, Olivia de Haviland, Arthur Kennedy, and Nancy Coleman. Director: Curtis Bernhardt. Producer: Robert Buckner. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Sunday
April 7

GALA OPENING: HUROK'S BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH
Program for the first week of the 3-week Ballet Theatre Season is as follows:
Sun. Eve. April 7--LES SYLPHIDES, ON STAGE, PAS DE DEUX, BLUEBEARD
Mon. Eve. April 8--GRAZIANA, UNDERTOW, SPECTRE DE LA ROSE, FANCY FREE
Tues. Eve. April 9--ROMEO & JULIET, INTERPLAY, PAS DE DEUX, ON STAGE
Wed. Eve. April 10--SWAN LAKE, FAIR AT SOROCHINSK, PAS DE QUATRE
Thurs.Eve. April 11--GRAZIANA, FIREBIRD, APOLLO, INTERPLAY
Fri. Eve. April 12--GISELLE, JUDGMENT OF PARIS, GALA PERFORMANCE
Sat. Mat. April 13--PETER & THE WOLF, GIFT OF MAGI, SPECTRE, FANCY FREE
Sat. Eve. April 13--FIREBIRD, LILAC GARDEN, ON STAGE, FAIR AT SOROCHINSK
Tickets: $1.20--$3.60 (including tax). Publicity: Barry Hyams or Ruth Goode, PL. 3-0820.

Wednesday
April 17

OPENING: "WOMAN BITES DOG" BELASCO THEATRE, 44TH ST., EAST OF B'WAY
New Sam and Bella Spewack comedy, produced by Kermit Bloomgarden, and featuring Taylor Holmes, Ann Shoemaker, Kirk Douglas, Royal Beal, and Frank Lovejoy. Director: Coby Ruskin. Settings: Howard Bay. Costumes: Mary Grant. Publicity: Proctor and Goodman, VA. 6-5084.

Thursday
April 18

OPENING: "CALL ME MISTER" NATIONAL THEATRE, 44TH ST., WEST OF B'WAY
Melvyn Douglas and Herman Levin will present a new musical revue with, by, and about G.I.'s. Cast includes: Jules Munson, Billy Callahan, Lawrence Winters, George Hall, Betty Garrett, and others. Music and lyrics: Harold Rome. Director: Robert H. Gordon. Dances: John Wray. Scenery: Lester Polakov. Costumes: Grace Houston. Publicity: Bernard Simon, BR. 9-5906.

Friday
April 19

PREMIERE: "THE KID FROM BROOKLYN" (Movie) ASTOR THEATRE, B'WAY AT 45TH ST.
Samuel Goldwyn's Technicolor RKO Radio release, starring Danny Kaye and Virginia Mayo, with Vera-Ellen, The Goldwyn Girls, Walter Abel, and Eve Arden. Shows Danny Kaye as a milkman who suddenly becomes a prize fighter. Director: Norman Z. McLeod. Costumes: Jean Louis. Publicity: Ben Washer, of Samuel Goldwyn, CO. 5-4482.

Saturday
May 4 -
June 22
8:30 P.M.

OPENING: CARNEGIE "POP" CONCERTS CARNEGIE HALL, SEVENTH AVE. & 57TH STREET
Seven weeks of classical and popular music, with Artur Rodzinski, director of the New York Philharmonic-Symphony Orchestra, conducting for the first part of the program on May 4, and Walter Hendl, assistant conductor, the latter part. Performances six nights a week, with special music events and jazz festivals on the seventh night. Prominent guest conductors will also lead the "Pops", and each program will feature two to three guest artists, with new and unknown soloists of outstanding talent sharing the program with important artists. Tickets: $1.00 to $3.00, plus tax. Contact: Box Office, Carnegie Hall. Publicity: The Earl Ferris Company, Hope Associates Division, PL. 5-3100.

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